

# Services

Illustration  
Motion Graphics  
Web Design  
Product Design  
Photography  
Image Manipulation  
UX/UI

## INTRO

Thank you for giving us the opportunity to work with you to help design your logo and brand identity. Your brand deserves a look as thoughtful and unique as your business. A strong identity can increase brand reputation, visibility, and your client base.

## OVERVIEW/Business and Brand Goals

- Create a brand system
- Ensure brand consistency across all online platforms and printed forms
- Launch and grow the business
- Start advertising product
- Develop brand recognition
- Make visuals for future marketing campaigns
- Built trust with buyers

## ABOUT US

Insert elevator pitch from each of us.

As well as some of our design work.

## TIMELINE

- Brand Strategy (Phase 1) \*Dates\*
  - Workshop, Research, Completion, Delivery
- Brand Identity (Phase 2) \*Dates\*
  - Logo Design
  - Color Schemes

- Typography
- Imagery
- Graphic Design (Phase 3) \*Dates\*
  - Stationary
  - Social Media
  - Product Designs
- Website Design (Phase 4) \*Dates\*
  - Framework/Layout
  - Content
  - Code

## THE PROCESS

### BRAND STRATEGY

1. Preparation
  - a. Phone call, video chat, meeting
2. Research
  - a. Content, attributes, brand goals
3. Creating Stylecapes and Inspiration Boards
4. Strategy Consultation/Workshop Recap
  - a. 1hr (APX)-Conference meeting to go over and make sure all the research is correct
5. Brand Delivery Document

### VISUAL IDENTITY

1. Logo Design Development
  - a. Sketches, drawings, artwork
2. Color Schemes, Typography, Image Exploration
3. Visual Identity Presentation
  - a. 30min (APX)-Conference meeting to present the first drafts of brand identity
4. Revisions
  - a. 2 rounds of revisions are included. Anything more will result in extra charge.
5. Delivery Files
  - a. All original field will be delivered at the end of the project
    - i. AI (Adobe Illustrator Document)
    - ii. PDF (Print)

- iii. JPG (Preview)
- iv. PNG (Transparent Background)

## GRAPHIC DESIGN

1. Graphic Design Exploration
  - a. Styles, shapes, sketches, inspiration
2. Stationary Design Development
  - a. Business cards, letterheads, brochures, envelopes
3. Social Media Design
  - a. Advertisement, profile picture
4. Graphic Design Presentation
  - a. 30min (APX)-Conference meeting to present the first drafts of materials design
5. Revisions
  - a. 2 rounds of revisions are included. Anything more will result in extra charge
6. Delivery Files
  - a. All original field will be delivered at the end of the project
    - i. AI (Adobe Illustrator Document)
    - ii. PDF (Print)
    - iii. JPG (Preview)
    - iv. PNG (Transparent Background)

## WEBSITE DESIGN

1. Define Scope of Work
  - a. Conforming the number of pages and content on website (i.e. text, forms, photos, videos)
2. Website Design Exploration
  - a. Layout, framework, style, positioning-based on mood boards, brand goals, business statement (Phase 1/Phase 2)
3. Website Framework Presentation
  - a. 30min (APX)-Conference meeting to present the first drafts of website framework
4. Website Copywriting, Design & Development
  - a. Content for the website, front-end design and back-end coding
5. Website Design Presentation
  - a. 1hr (APX)-Conference meeting to present the first draft of the website
6. Revisions

- a. 2 rounds of revisions are included. Anything more will result in extra charge
- 7. Website Transfer
  - a. We will transfer the website from our servers to you and provide all login information with instruction on how to edit the website

## PROJECT COST

Brand Strategy

Visual Identity

Graphic Design

Website Development

Cost      \$\$\$

### Payment Schedule

- Option 1
  - Initial 50% project deposit to start: \$-date\*
  - 25% pay at project midpoint: \$-date\*
  - Last 25% pay at project end: \$-date\*
- Option 2
  - Monthly Instalment (1 of 4): \$-date\*
  - Monthly Instalment (2 of 4): \$-date\*
  - Monthly Instalment (3 of 4): \$-date\*
  - Monthly Instalment (4 of 4): \$-date\*

### SOURCE

<https://www.pandadoc.com/freelance-graphic-design-proposal-template/>

<https://www.legalzoom.com/templates/t/graphic-design-proposal>

Colors

Absolutely! Here's an orange and blue color palette for your design agency that combines both vibrant and professional tones:

1. **Sunset Orange** (#FF6F00) - A warm, energetic orange to make a bold statement.
2. **Coral Blue** (#2A8DFF) - A soft, yet vivid blue to balance the warmth of the orange.
3. **Deep Navy** (#003366) - A darker, sophisticated blue that grounds the palette.
4. **Tangerine** (#FF9E2C) - A bright and lively orange to complement the deeper tones.
5. **Sky Blue** (#61A8FF) - A lighter, more subtle blue for a refreshing touch.
6. **Light Apricot** (#F4A300) - A softer orange that can be used for accents or backgrounds.
7. **Midnight Blue** (#003B5C) - A deep, calming blue that contrasts well with the brighter shades.
8. **Peach** (#FFB88C) - A gentle, muted orange to use for highlights or secondary elements.
9. **Electric Blue** (#1F80FF) - A striking, bright blue to draw attention and create vibrancy.
10. **Warm Sand** (#E4B97B) - A neutral, earthy tone that complements both orange and blue.

This palette brings energy and creativity with the orange hues while maintaining professionalism and stability with the blues. It also gives a modern and dynamic feel to your brand. You can play around with the different shades depending on your use case for web, branding, or marketing materials. Let me know if you'd like any adjustments!